

**METHOD AND SYSTEM FOR SOLICITING CHARITABLE DONATION  
DURING ELECTRONIC COMMERCE**

**ABSTRACT**

5       A method and system for soliciting charitable donations from on-line shoppers during electronic commerce is provided. The method for soliciting a charitable donation for an organization or a person from on-line shoppers during electronic commerce comprises the steps of hosting a website having information about a fundraising campaign or an organization, one or more electronic catalogs listing one or more items or

10      events that are available for purchase by the on-line shoppers through the web site, browsing through the catalog and selecting one or more items that are to be purchased, purchasing one or more selected items, adding the selected items to a shopping cart, providing billing information, and providing information regarding one or more charities, wherein the information is intended to encourage and motivate shoppers to make a

15      charitable donation. The method further includes the steps of providing one or more suggestions on the amount of donation, the suggestions intended to encourage and motivate a shopper to make a donation, determining whether to make a voluntary donation to the charitable cause, and making a donation to the charitable cause. The method further includes the step of viewing and changing the quantities of items in the

20      shopping cart. The method further comprises the step of displaying one or more virtual plaques honoring donors and updating the virtual plaques when a donation is made. The method further comprises the step of providing information about the amount of money the fundraising campaign intends to raise and the plans regarding the amount raised. The

method further comprises the step of suggesting a donation amount that will allow the charity to reach its goals.